

# Baby Diapers Market in Romania 2022

<https://marketpublishers.com/r/B625761B4D52EN.html>

Date: December 2022

Pages: 17

Price: US\$ 450.00 (Single User License)

ID: B625761B4D52EN

## Abstracts

Baby diapers are one of the most consumed baby care products in the world. They come with options: cloth diapers which are composed of layers of fabric or disposable diapers which contain absorbent chemicals. Today's disposable diapers are light, compact, very absorbent, prevents leaks and easy to use. Disposable diapers decrease the incidence of probable sepsis in babies admitted to a level II NICU with a high incidence of nosocomial sepsis. They are cost-effective in prevention of neonatal sepsis. The baby diapers market in Romania is poised to grow by US\$ 99.2 million during 2022-2028, progressing at a CAGR of 6.6% during the forecast period, according to data and analytics company StrategyHelix.

The report provides up-to-date market size data for period 2018-2021 and forecast to 2028 covering key market aspects like sales value and volume for baby diapers. The Romania baby diapers market is segmented on the basis of product, and retail channel. By product, the baby diapers market in Romania has been segmented into nappies, nappy pants. Based upon retail channel, the baby diapers market in Romania is categorized into supermarkets and hypermarkets, grocery stores, specialty stores, others.

The nappies market is further segmented into newborn nappies, standard nappies, and junior sized nappies.

The report also includes the profiles of leading companies such as The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, Grupa TZMO, Ficosota Syntez OOD (Ficosota Holding Ltd.), Essity AB. Competitive landscape gives a description of the competitive nature of the baby diapers market in Romania and a description of the leading companies. Key financial deals which have shaped the market in recent years are identified.

The report is an invaluable resource for companies and organizations active in this industry. It provides a cohesive picture of the baby diapers market to help drive informed decision making for industry executives, policy makers, academic, and analysts.

#### Report Scope

Product: nappies, nappy pants

Retail channel: supermarkets and hypermarkets, grocery stores, specialty stores, others

Years considered: this report covers the period 2018 to 2028

Company mentioned: The Procter & Gamble Company (P&G), Kimberly-Clark Corporation, Grupa TZMO, Ficosota Syntez OOD (Ficosota Holding Ltd.), Essity AB

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Romania baby diapers market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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Nappy pants

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Supermarkets and hypermarkets  
Grocery stores  
Specialty stores  
Others

### **PART 5. KEY COMPANIES**

The Procter & Gamble Company (P&G)  
Kimberly-Clark Corporation  
Grupa TZMO  
Ficosota Syntez OOD (Ficosota Holding Ltd.)  
Essity AB  
About StrategyHelix  
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